



WSOC-TV
P.O. Box 37001
Charlotte, NC 28237
ph: (704) 335-4800
fx: (704) 335-4960

Advertiser
Agency
Buyer
Salesperson

Pol/P McCrory/R/Gov/NC (16611)
Smart Media Group (1343)
HANLEN,LINDSAY
Telerep/Philadelphia, Philadelphia (1057)
ph: (555) 555-5555

Invoice 645127
Inv Date 10/28/2012
Terms Net 30
Contract 321423
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

AgM

Product Political - State Candidate (1071)
Brand C15C21 GOV (132630)
Acct Types National/Political
Est/Headline C15C21/06221198
Demo
Revision
Comments MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

CO-OP/Order Type No/Normal
Package
Gen. Date 10/31/2012 11:29:39AM

Charlotte (WSOC)

DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
2.3	Contract Line Remarks:		GMA						
	Spot	7:00:00AM- 8:00:00AM	Day,W-1	10/17/12 7:28AM (We)	00:30	GOOD MORNING AMERICA 7A-8A	PM12116TH	\$1075.00	
5.2	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	11:00:00PM- 11:35:00PM	Day,F-1	10/19/12 11:22PM (Fr)	00:30	EYEWITNESS NEWS 11P M-SU	PM12116TH	\$1200.00	
7.1	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	12:00:00PM- 1:00:00PM	Day,F-1	10/19/12 12:52PM (Fr)	00:30	EYEWITNESS NEWS 12P	PM12116TH	\$375.00	
9.2	Contract Line Remarks:		NEWS DAYBREAK						
	Spot	5:00:00AM- 5:30:00AM	Day,F-1	10/19/12 5:24AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12116TH	\$425.00	
10.2	Contract Line Remarks:		6P NEWS						
	Spot	6:00:00PM- 6:30:00PM	Day,F-1	10/19/12 6:29PM (Fr)	00:30	EYEWITNESS NEWS 6P	PM12116TH	\$1600.00	
11.2	Contract Line Remarks:		GMA						
	Spot	7:00:00AM- 8:00:00AM	Day,F-1	10/19/12 7:55AM (Fr)	00:30	GOOD MORNING AMERICA 7A-8A	PM12116TH	\$1075.00	
13.3	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	11:00:00PM- 11:35:00PM	Day,M-1	10/15/12 11:34PM (Mo)	00:30	EYEWITNESS NEWS 11P M-SU	PM12107TH	\$1200.00	
15.2	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	12:00:00PM- 1:00:00PM	Day,M-1	10/15/12 12:25PM (Mo)	00:30	EYEWITNESS NEWS 12P	PM12107TH	\$375.00	
17.3	Contract Line Remarks:		NEWS DAYBREAK						
	Spot	5:00:00AM- 5:30:00AM	Day,M-1	10/15/12 5:08AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12123TH	\$425.00	
18.3	Contract Line Remarks:		6P NEWS						
	Spot	6:00:00PM- 6:30:00PM	Day,M-1	10/15/12 6:13PM (Mo)	00:30	EYEWITNESS NEWS 6P	PM12123TH	\$1600.00	
19.3	Contract Line Remarks:		GMA						
	Spot	7:00:00AM- 8:00:00AM	Day,M-1	10/15/12 7:29AM (Mo)	00:30	GOOD MORNING AMERICA 7A-8A	PM12117TH	\$1075.00	
22.3	Contract Line Remarks:		EYEWITNESS NEWS 7A						
	Spot	7:00:00AM- 8:00:00AM	Day,Sa-1	10/20/12 7:38AM (Sa)	00:30	EYEWITNESS NEWS SATURDAY 7A	PM12116TH	\$325.00	
23.3	Contract Line Remarks:		GMA SATURDAY						
	Spot	8:00:00AM- 9:00:00AM	Day,Sa-1	10/20/12 8:27AM (Sa)	00:30	Good Morning America Saturday	PM12116TH	\$625.00	
24.3	Contract Line Remarks:		SUN LATE NEWS						
	Spot	11:00:00PM- 11:35:00PM	Day,Su-1	10/21/12 11:23PM (Su)	00:30	EYEWITNESS NEWS 11P M-SU	PM12116TH	\$1300.00	
26.3	Contract Line Remarks:		6P NEWS SUNDAY						
	Spot	6:00:00PM- 6:30:00PM	Day,Su-1	10/21/12 6:11PM (Su)	00:30	EYEWITNESS NEWS 6P SA-SU	PM12116TH	\$1350.00	
27.3	Contract Line Remarks:		EYEWITNESS NEWS 7A						
	Spot	7:00:00AM- 8:00:00AM	Day,Su-1	10/21/12 7:24AM (Su)	00:30	EYEWITNESS NEWS SUNDAY 6-8A	PM12116TH	\$300.00	
28.3	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	11:00:00PM- 11:35:00PM	Day,Th-1	10/18/12 11:23PM (Th)	00:30	EYEWITNESS NEWS 11P M-SU	PM12116TH	\$1200.00	
29.2	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	12:00:00PM- 1:00:00PM	Day,Th-1	10/18/12 12:37PM (Th)	00:30	EYEWITNESS NEWS 12P	PM12116TH	\$375.00	
31.3	Contract Line Remarks:		NEWS DAYBREAK						
	Spot	5:00:00AM- 5:30:00AM	Day,Th-1	10/18/12 5:09AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12116TH	\$425.00	
32.3	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	5:30:00PM- 6:00:00PM	Day,Th-1	10/18/12 5:54PM (Th)	00:30	EYEWITNESS NEWS 530P	PM12116TH	\$1300.00	



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33.3	Contract Line Remarks:		6P NEWS						
	Spot	6:00:00PM- 6:30:00PM	Day,Th-1	10/18/12 6:28PM (Th)	00:30	EYEWITNESS NEWS 6P	PM12116TH	\$1500.00	
34.3	Contract Line Remarks:		GMA						
	Spot	7:00:00AM- 8:00:00AM	Day,Th-1	10/18/12 7:29AM (Th)	00:30	GOOD MORNING AMERICA 7A-8A	PM12116TH	\$1075.00	
35.3	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	11:00:00PM- 11:35:00PM	Day,Tu-1	10/16/12 11:33PM (Tu)	00:30	EYEWITNESS NEWS 11P M-SU	PM12116TH	\$1200.00	
36.2	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	12:00:00PM- 1:00:00PM	Day,Tu-1	10/16/12 12:11PM (Tu)	00:30	EYEWITNESS NEWS 12P	PM12116TH	\$875.00	
38.3	Contract Line Remarks:		NEWS DAYBREAK						
	Spot	5:00:00AM- 5:30:00AM	Day,Tu-1	10/16/12 5:23AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12116TH	\$825.00	
39.3	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	5:30:00PM- 6:00:00PM	Day,Tu-1	10/16/12 5:42PM (Tu)	00:30	EYEWITNESS NEWS 530P	PM12116TH	\$1300.00	
41.3	Contract Line Remarks:		GMA						
	Spot	7:00:00AM- 8:00:00AM	Day,Tu-1	10/16/12 7:28AM (Tu)	00:30	GOOD MORNING AMERICA 7A-8A	PM12116TH	\$1075.00	
43.3	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	11:00:00PM- 11:35:00PM	Day,W-1	10/17/12 11:23PM (We)	00:30	EYEWITNESS NEWS 11P M-SU	PM12116TH	\$1200.00	
45.2	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	12:00:00PM- 1:00:00PM	Day,W-1	10/17/12 12:37PM (We)	00:30	EYEWITNESS NEWS 12P	PM12116TH	\$875.00	
49.1	Contract Line Remarks:								
	Spot	5:00:00PM- 5:30:00PM	Day,F-1	10/19/12 5:23PM (Fr)	00:30	EYEWITNESS NEWS 5P	PM12116TH	\$1200.00	
50.1	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	5:30:00PM- 6:00:00PM	Day,F-1	10/19/12 5:42PM (Fr)	00:30	EYEWITNESS NEWS 530P	PM12116TH	\$1300.00	
52.1	Contract Line Remarks:		GMA						
	Spot	7:00:00AM- 8:00:00AM	Day,F-1	10/19/12 7:29AM (Fr)	00:30	GOOD MORNING AMERICA 7A-8A	PM12116TH	\$1075.00	
56.1	Contract Line Remarks:								
	Spot	5:00:00PM- 5:30:00PM	Day,M-1	10/15/12 5:23PM (Mo)	00:30	EYEWITNESS NEWS 5P	PM12117TH	\$1200.00	
57.1	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	5:30:00PM- 6:00:00PM	Per week (1),Mo	10/15/12 5:58PM (Mo)	00:30	EYEWITNESS NEWS 530P	PM12123TH	\$1300.00	
58.1	Contract Line Remarks:								
	Spot	11:30:00PM- 12:05:00AM	Day,Sa-1	10/20/12 12:27AM (Sa)	00:30	EYEWITNESS NEWS 11P M-SU	PM12116TH	\$1100.00	
62.1	Contract Line Remarks:								
	Spot	5:00:00PM- 5:30:00PM	Day,Th-1	10/18/12 5:23PM (Th)	00:30	EYEWITNESS NEWS 5P	PM12116TH	\$1200.00	
63.1	Contract Line Remarks:								
	Spot	6:00:00AM- 7:00:00AM	Day,Th-1	10/18/12 6:28AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12116TH	\$1175.00	
64.1	Contract Line Remarks:								
	Spot	7:00:00AM- 8:00:00AM	Day,Th-1	10/18/12 7:59AM (Th)	00:30	GOOD MORNING AMERICA 7A-8A	PM12116TH	\$1075.00	
69.1	Contract Line Remarks:								
	Spot	5:00:00PM- 5:30:00PM	Day,Tu-1	10/16/12 5:22PM (Tu)	00:30	EYEWITNESS NEWS 5P	PM12116TH	\$1200.00	
70.1	Contract Line Remarks:								
	Spot	6:00:00AM- 7:00:00AM	Day,Tu-1	10/16/12 6:24AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12116TH	\$1175.00	
71.1	Contract Line Remarks:								
	Spot	7:00:00AM- 8:00:00AM	Day,Tu-1	10/16/12 7:59AM (Tu)	00:30	GOOD MORNING AMERICA 7A-8A	PM12116TH	\$1075.00	
72.1	Contract Line Remarks:								
	Spot	8:00:00AM- 9:00:00AM	Day,Tu-1	10/16/12 8:54AM (Tu)	00:30	GOOD MORNING AMERICA M-F 8A-9A	PM12116TH	\$975.00	
75.1	Contract Line Remarks:								
	Spot	5:00:00PM- 5:30:00PM	Day,W-1	10/17/12 5:23PM (We)	00:30	EYEWITNESS NEWS 5P	PM12116TH	\$1200.00	
76.1	Contract Line Remarks:								
	Spot	5:30:00PM- 6:00:00PM	Day,W-1	10/17/12 5:52PM (We)	00:30	EYEWITNESS NEWS 530P	PM12116TH	\$1300.00	
78.1	Contract Line Remarks:								
	Spot	8:00:00AM- 9:00:00AM	Day,W-1	10/17/12 8:53AM (We)	00:30	GOOD MORNING AMERICA M-F 8A-9A	PM12116TH	\$975.00	
79.1	Contract Line Remarks:								
	Spot	6:00:00AM- 7:00:00AM	Day,M-1	10/15/12 6:13AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12107TH	\$1175.00	
80.1	Contract Line Remarks:		GMA						
	Spot	7:00:00AM- 8:00:00AM	Per week (1),Mo	10/15/12 7:59AM (Mo)	00:30	GOOD MORNING AMERICA 7A-8A	PM12123TH	\$1075.00	



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Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
81.1	Spot	8:00:00AM- 9:00:00AM	Day,M-1	10/15/12 8:48AM (Mo)	00:30	GOOD MORNING AMERICA M-F 8A-9A	PM12123TH	\$175.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$47,800.00	Total Spots	48
Commission	(\$7,170.00)		
Net Total	\$40,630.00		